

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37546  
**Alt Order #:** 08879229  
**Product Desc:** Pres-R  
**Estimate:** 494  
**Flight Dates:** 10/10/12 - 10/16/12  
**Original Date / Rev:** 10/09/12 / 10/09/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** American Rambler Production  
**Buying Contact:** Stephanie Kincaid  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney, Mitt / R-Pres  
**Demographic:** A25-54  
**Product Codes:** PO1  
**Priority:** LV3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	130	\$132,235.00	\$112,399.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	130	\$132,235.00	\$112,399.75	0.00
<b>Totals</b>	<b>130</b>	<b>\$132,235.00</b>	<b>\$112,399.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/15/12	10/16/12	8 News Now 6a M-F	CM	6-7a	22-----	:30	4	\$275.00	LV2	0.00	NM	4	\$1,100.00
				8 News Now 6a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	22-----					4	\$275.00		0.00			
2	8	10/15/12	10/16/12	CBS This Morning 7-9a	CM	7-9a	22-----	:30	4	\$200.00	LV2	0.00	NM	4	\$800.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	22-----					4	\$200.00		0.00			
3	8	10/15/12	10/16/12	Live w/Kelly	CM	9-10a	22-----	:30	4	\$300.00	LV2	0.00	NM	4	\$1,200.00
				Live w/Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	22-----					4	\$300.00		0.00			
4	8	10/15/12	10/16/12	Price Is Right	CM	10-11a	MT-----	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----					1	\$1,575.00		0.00			
5	8	10/15/12	10/16/12	Y&R	CM	11a-12p	11-----	:30	2	\$1,925.00	LV1	0.00	NM	2	\$3,850.00
				Young & Restless											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11-----					2	\$1,925.00		0.00			
6	8	10/15/12	10/16/12	8 News Now Noon M-F	CM	12-1230p	22-----	:30	4	\$325.00	LV2	0.00	NM	4	\$1,300.00
				8 News Now Noon M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	22-----					4	\$325.00		0.00			

Order / Rev: 37546  
 Alt Order #: 08879229  
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Romney, Mitt / R-Pres  
 Product Desc: Pres-R  
 Estimate: 494  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	8	10/15/12	10/16/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p MT-----	:30	2	\$1,315.00	LV1	0.00	NM	2	\$2,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----		2		\$1,315.00	0.00					
8	8	10/15/12	10/16/12	The Talk 2-3P The Talk	CM	2-3p MT-----	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	MT-----		1		\$1,315.00	0.00					
9	8	10/15/12	10/16/12	Ellen Ellen	CM	3-4p 22-----	:30	4	\$425.00	LV2	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	22-----		4		\$425.00	0.00					
10	8	10/15/12	10/16/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM) 22-----	:30	4	\$450.00	LV2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	22-----		4		\$450.00	0.00					
11	8	10/15/12	10/16/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p 22-----	:30	4	\$500.00	LV2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	22-----		4		\$500.00	0.00					
12	8	10/15/12	10/16/12	630-7p Inside Edition Inside Edition	CM	630-7p 11-----	:30	2	\$1,400.00	LV1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	11-----		2		\$1,400.00	0.00					
13	8	10/15/12	10/16/12	7-8p Rotator 7-8p Rotator	CM	7-8p 11-----	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	11-----		2		\$1,225.00	0.00					
14	8	10/15/12	10/16/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p 22-----	:30	4	\$2,100.00	LV1	0.00	NM	4	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	22-----		4		\$2,100.00	0.00					
15	8	10/15/12	10/16/12	Letterman Letterman	CM	1135p-1237a 11-----	:30	2	\$275.00	LV2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/12	10/21/12	11-----		2		\$275.00	0.00					
16	8	10/10/12	10/12/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a --222--	:30	6	\$965.00	LV1	0.00	NM	6	\$5,790.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--222--		6		\$965.00	0.00					
17	8	10/10/12	10/12/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a --222--	:30	6	\$700.00	LV1	0.00	NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--222--		6		\$700.00	0.00					
18	8	10/10/12	10/12/12	Live w/Kelly Live w/Kelly	CM	9-10a --222--	:30	6	\$300.00	LV2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--222--		6		\$300.00	0.00					
19	8	10/10/12	10/12/12	Price Is Right Price Is Right	CM	10-11a --WTF--	:30	1	\$1,575.00	LV1	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--WTF--		1		\$1,575.00	0.00					
20	8	10/10/12	10/12/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p --222--	:30	6	\$325.00	LV2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	--222--		6		\$325.00	0.00					
21	8	10/10/12	10/12/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p --WTF--	:30	3	\$1,315.00	LV1	0.00	NM	3	\$3,945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

Order / Rev: 37546  
 Alt Order #: 08879229  
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Romney, Mitt / R-Pres  
 Product Desc: Pres-R  
 Estimate: 494  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	8	10/10/12	10/12/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p --WTF--	:30	3	\$1,315.00	LV1	0.00	NM	3	\$3,945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3		\$1,315.00			0.00			
22	8	10/10/12	10/12/12	The Talk 2-3P The Talk	CM	2-3p --WTF--	:30	2	\$1,315.00	LV1	0.00	NM	2	\$2,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		2		\$1,315.00			0.00			
23	8	10/10/12	10/12/12	Ellen Ellen	CM	3-4p --222--	:30	6	\$425.00	LV2	0.00	NM	6	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--222--		6		\$425.00			0.00			
24	8	10/10/12	10/12/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM) --222--	:30	6	\$450.00	LV2	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--222--		6		\$450.00			0.00			
25	8	10/10/12	10/12/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --222--	:30	6	\$500.00	LV2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--222--		6		\$500.00			0.00			
26	8	10/10/12	10/12/12	630-7p Inside Edition Inside Edition	CM	630-7p --111--	:30	3	\$1,400.00	LV1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--111--		3		\$1,400.00			0.00			
27	8	10/10/12	10/12/12	7-8p Rotator 7-8p Rotator	CM	7-8p --111--	:30	3	\$1,225.00	LV1	0.00	NM	3	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--111--		3		\$1,225.00			0.00			
28	8	10/10/12	10/12/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p --222--	:30	6	\$2,100.00	LV1	0.00	NM	6	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--222--		6		\$2,100.00			0.00			
29	8	10/10/12	10/12/12	Letterman Letterman	CM	1135p-1237a --111--	:30	3	\$965.00	LV1	0.00	NM	3	\$2,895.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--111--		3		\$965.00			0.00			
30	8	10/15/12	10/15/12	Mon 10-11p Hawaii Five-O	CM	10-11p M-----	:30	1	\$9,000.00	LV1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1		\$9,000.00			0.00			
31	8	10/12/12	10/12/12	Fri 8-9p CSI: NY	CM	8-9p ----F--	:30	1	\$1,400.00	LV2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1		\$1,400.00			0.00			
32	8	10/13/12	10/13/12	NCAA Football NCAA College Football	CM	NCAA College Foo-----S-	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		2		\$300.00			0.00			
33	8	10/13/12	10/13/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p -----S-	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1		\$225.00			0.00			
34	8	10/13/12	10/13/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various -----S-	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1		\$275.00			0.00			
36	8	10/13/12	10/13/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 37546  
 Alt Order #: 08879229  
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Romney, Mitt / R-Pres  
 Product Desc: Pres-R  
 Estimate: 494  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
36	8	10/13/12	10/13/12	CBS Early Show - Sat. CBS Early Show - Sat.	CM	5-7a -----S-	:30	1	\$335.00	LV1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1		\$335.00		0.00				
37	8	10/14/12	10/14/12	8 News Now Sun AM #1 8 News Now Sun AM #1	CM	8 News Now Sun A-----S	:30	1	\$150.00	LV2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1		\$150.00		0.00				
38	8	10/14/12	10/14/12	CBS News Sunday Morning CBS News Sunday Morning	CM	CBS Sunday Morni-----S	:30	2	\$1,225.00	LV1	0.00	NM	2	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		2		\$1,225.00		0.00				
39	8	10/14/12	10/14/12	8 News Now Sun AM #2 8 News Now Sun AM #2	CM	8 News Now Sun A-----S	:30	2	\$350.00	LV2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		2		\$350.00		0.00				
40	8	10/14/12	10/14/12	Face The Nation Face The Nation	CM	Face The Nation -----S	:30	1	\$400.00	LV2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1		\$400.00		0.00				
41	8	10/14/12	10/14/12	NFL Reg Season Game NFL Football Reg. Season	CM	NFL Football Reg. -----S	:30	1	\$7,700.00	LV1	0.00	NM	1	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1		\$7,700.00		0.00				
42	8	10/14/12	10/14/12	Sun 7-8p 60 Minutes	CM	7-8p -----S	:30	1	\$6,000.00	LV1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		1		\$6,000.00		0.00				
43	8	10/14/12	10/14/12	Sun 9-10p The Good Wife	CM	9-10p -----S	:30	2	\$5,600.00	LV1	0.00	NM	2	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		2		\$5,600.00		0.00				
44	8	10/14/12	10/14/12	8 News Now 11p Sa/Su 8 News Now Sa/Su 11p	CM	11-1135P -----S	:30	2	\$400.00	LV2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		2		\$400.00		0.00				
45	8	10/14/12	10/14/12	Eye on Wash/Wall St Jo Eye On Wash/Wall St Jrnl	CM	5-6a -----S	:30	2	\$85.00	LV2	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S		2		\$85.00		0.00				
46	8	10/10/12	10/12/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --WTF--	:30	2	\$1,925.00	LV1	0.00	NM	2	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--WTF--		2		\$1,925.00		0.00				
Totals													130	\$132,235.00